

**UTAH OFFICE OF TOURISM
BOARD CONFERENCE CALL AGENDA**

Monday, March 4, 2019 – 10:00 am – 10:30 pm

Conference Line: 1-877-820-7831

Code to participate: 419078

- 1. Welcome & Roll Call: Lance Syrett, Chair - (10:00 am)**
- 2. Funding for Spike150 Celebration: Vicki Varela - (10:05 am)**

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state